

Organ Plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

Mid-Winter Days at Wanamaker's Are Interesting—and Comfortable

To "Sugar Off" Is One of the Old Yankee Expressions

which a thorough-bred Vermonter used to roll off as a sweet morsel under his tongue when speaking of a large fortune or a rich inheritance.

Josh Billings once said to a friend that he estimated that a certain estate would "sugar off" about \$200,000.

The sugar camps in Indiana and the West, and sugar parties in the sugar orchards of maple trees in the early Spring of the year when the sap began to run, were times of happy gatherings of neighbors, replenishing maple jugs, sugar and molasses barrels.

The "sweet tooth" still deplores the scarcity and high price of sugar.

We have sweetened up many of the depleted stocks of the Store merchandise.

Come to us and be at home always, but especially so on stormy days.

[Signed] *John Wanamaker*

Jan. 15, 1920.



White Is a Favorite Color for Women's Spring Sports Coats

By far the prettiest ones that have arrived so far are the white camel's hair polo coats made of the softest and most fascinating coating imaginable and, of course, very warm. It is by no means easy to get just the quality of camel's-hair we insist upon for these coats.

One new model is short with a facing of black brushed wool down the front, a narrow black patent leather belt and wrist straps to match.

Others are all white, belted and in various lengths from three-quarters to nearly full-length. Prices are \$125 and \$135.

(First Floor, Central)

Sheer White Waists

Batiste with lattice beading at \$8.50. Voile with fine tucks and narrow Valenciennes at \$9.85.

Voile with Valenciennes and tucks, \$12.75. Voile with real Irish picot, \$16.50.

Fine voile with drawn-work on tucks, \$22.50.

(Third Floor, Central)

New Wool Dress Goods Remarkable at \$2 a Yard

We expected them some three months ago and the prices are on that basis. But, as it is, they have arrived in time for Spring street frocks, for which they are most suitable.

One is a serge in navy blue, taupe or brown, with a pin stripe of white or color.

The other is a pretty diagonal weave in plum, burgundy, green, old rose or tan. Both are 40 inches wide.

(First Floor, Chestnut)

Women's Sheer Linen Handkerchiefs, \$3.90 a Dozen

Hemstitched hems with tapes above are their only concessions from absolute simplicity, and they are the kind of handkerchiefs quite a number of women like to use.

The linen is good quality, the handkerchiefs new, and at \$3.90 a dozen we are sure many women will want them.

(West Aisle)



It Looks More and More Like Spring in the Millinery Salons

Here are some of the signs—A charming little urban of the Spring-like Batavia cloth in a fresh, pretty green, with colored flowers and a new drapery.

A smart little blue-silk-and-blue-straw hat which has the straw for the crown and loops of ribbon for the small thick brim.

A saucy little hat with a high crown of dark blue satin and a short, quaintly turned brim of light green cloth, held by a sparkling green and gold pin, at just the right angle.

These are just a few—there are ever so many more here!

There are hats for immediate wear here, hats for the South—small hats and large hats—and prices start at \$10.

(Second Floor, Chestnut)

"You Have the Nicest Skunk Furs in the City," Said One Enthusiastic Visitor

who backed up her enthusiasm by purchasing a set of the skunk she admired so much. Skunk is such a satisfactory kind of fur it is small wonder it is so well liked. First of all, it is becoming, with its pretty dark brown shading and its glossy, long hair. Then it is so practical—it will wear, and wear, and wear!

There is an unusually good assortment of skunk in this January Fur Sale—skunk scarfs and collars and chokers and stoles and capes and muffs; in fact, all the pieces in fashion this Winter. The neckpieces begin at \$33.25 for an attractive scarf and go on up to \$225 for the handsomest. Skunk muffs to match the scarfs are \$30 to \$60.

All the small furs are reduced a third below the regular prices—and such good and fashionable furs as mink, Australian opossum, racoon, gray squirrel, all the foxes, wolf, and the fine sables are now 'way down in price. \$26.50 to \$500 is the way prices go.

Fur Coats Also Are Much Reduced—Hudson seal (died muskrat), nearseal (died coney), natural gray squirrel, racoon, caracul, moleskin, nutria, beaver and broadtail—\$123.75 to \$1106.75.

(Second Floor, Chestnut)

Philippine Undermuslins in the White Sale

A little lot of chemises has just arrived—and we wish it was much larger. They have colada work, blind sprays and scallops and cost \$5.75.

Excellent American nightgowns also recently arrived are of cambic with high square necks, at \$2.50, and of mainsook with low necks and lace at \$2.50 and \$2.85.

(Third Floor, Central)

White Sale Brassieres and Corsets

The brassieres are discontinued models in broken sizes, and include—

At 50c. Models trimmed with lace and embroidery, also a few bandeaux in pink broche.

At 75c. Diaphragm brassieres of pink mesh with broad bands of elastic at the waist and very low backs.

Also pink satin bandeaux.

At \$1. Brassieres with wide lace trimming and cross-over in the back.

At 65c. Bandeaux of pink and white mesh, also brassieres lace or embroidery trimmed.

The corsets are Wanamaker Specials of unusual value, but purchased months ago. Front lace models are \$2.50 and topless models \$1.25 to \$5.

(East Aisle)

Her Favorite Umbrella Has a Loop

As far as we can tell there isn't one woman in ten who would be willing to do without the short-handled, looped and blunt ferruled umbrella after she has once tried it!

We have it with handles of leather and bakelite, with loops of leather or silk, and covers of silk—purples, browns, navies, greens and black—for \$10 to \$18.

(Main Floor, Market)

Playtime Rompers for Tiny Girls

Sturdy little garments, cut full and made of plain-colored chambray or checked or striped gingham.

They have real pockets, outstanding in the Dutch fashion, and some have hand-embroidered bunnies or teddy bears on the belt.

Sizes 3 to 6 years, \$2 to \$3.25

(Third Floor, Chestnut)

A Gold Mesh Bag Is a Pleasure for Years

It is something that can be carried continually and that always looks what it is—one of the most beautiful and useful of feminine accessories.

The newest shapes in these bags are pointed at the top and finished at the bottom with a tassel. They are carried by a braided gold strap. In 14-kt. gold, \$200 and \$460.

Square frame gold mesh bags, which are preferred by some women to the other style, are \$100 to \$350, according to size.

Gold mesh purses, \$30 to \$65.

(Jewelry Store, Chestnut and Thirteenth)

Women's Jersey Dresses at \$25

A little lot of new jerseys, of the weight preferred for this time of year and made in two styles—both embroidered. The colors are navy, another blue, medium dark taupe, green, gray and browns.

Price \$25.

(First Floor, Central)

Riding Habits for the South

are being shown in the Little Gray Salon devoted to sports clothes—oxford linens, striped linen crasches, blue and white linens and mohair, all cut with breeches.

Prices are \$35 to \$48.50.

(First Floor, Central)



The Very Newest in Silk Handbags

We have just received an interesting lot of handbags made of an uncommonly beautiful silk. This silk is a distinctive broken-ribbed fabric which is new and is being used in much of the finer sports clothing for women.

The handbags are designed to wear with such clothing, in the South now or hereabouts in the Spring. They are in lovely colorings and attractive shapes and most of them have fancy frames and clasps. A few have fine mocha leather used in combination with the silk.

Prices \$8.50 to \$35.

(Main Floor, Chestnut)

21 Styles of Women's Finer Shoes at \$12 (All much reduced)

Fifteen of them are high shoes and the other six are low shoes. Every pair is fine in fashion and beautifully made. When women can get such shoes at \$12 a pair it will pay them to buy several pair.

The low shoes are all oxfords and are in white buckskin, white canvas, black calfskin and mahogany calfskin. They are the sort wanted for southern wear now.

The high shoes are chiefly Louis heel lace shoes with vamps and tops of different colors or different materials, but there are also plenty of the fine, staple, all-black and tan calfskin lace shoes that will be good style next year and the year after.

(First Floor, Market)

A New Silk for Sweaters at 75c a Ball

It is pure silk, there are a hundred yards on each spool, and the same quality is being sold elsewhere for almost as much again.

It's a good heavy silk, but not too heavy for the purpose, and it comes in such pretty shades as turquoise and French blue, pale pink, rose shades, gold, tans, grays, purple and black and white.

For a sweater it will take from six to thirteen balls, according to the style you make.

(Main Floor, Central)

Good Slumber Robes of All-Wool, \$12 to \$20 Each

They can be used by outdoor sleepers or for an afternoon nap on the couch or as a regular blanket, if necessary.

They come in a choice of four Scotch plaid designs, and in dark "Scotch" colors that give them an ornamental touch in addition to their practical service qualities. Considering that they are all-wool and in view of the upward tendency of such materials today, their prices are quite low—\$12 and \$13.50 in size 60x70 inches and \$16 and \$20 each in size 64x76 inches.

(Sixth Floor, Central)

CHINA CONTRIBUTES DISTINCTIVE WEAVES TO THE ORIENTAL RUG SALE

The individual quality of a Chinese rug is part of its charm—a large part. It reveals itself in color and in design. Those remarkable blues, tawny yellows, golden browns and pinkish hues seem to have some distinctive characteristic which makes them unlike any other shade in the whole family of colors. It stands to reason that color effects of such a kind should hold unique possibilities as adjuncts in schemes of decoration. In fact, they harmonize and fit in where almost any other piece would fall short of producing the maximum effect.

Chinese weaves are a most attractive feature of our Oriental rug stocks. We have a goodly number of them marked at exceptionally low prices in our Sale.

They are typical of the best rugs produced in China today, and anybody likely to need a weave of this kind should make it a point to see them.

Sizes 12x9.3 feet to 24.7x12 feet at \$587 to \$1575.

(Seventh Floor, Central)



Smaller ones, 3x5 feet to 4x7 feet approximately, \$65 to \$195.

Persian, Asia Minor and India carpets are shown in the Sale in beautiful choice at specially low markings.

Down-Filled Quilts Are Now a Fine Investment

Especially Wanamaker down-filled quilts, made in our own workrooms.

Compared with prevailing and prospective market values their prices are very unusual. This is so true that anybody needing a down quilt or likely to need one within the next year or so is almost bound to save money by buying it now.

Made in the regular size, covered in sateen—plain or figured—at \$12. Extra large ones, 6x7 feet, in plain sateen at \$15 each.

Covered in Japanese silk at \$22 in regular size and \$27 in extra large size; covered in regular satin at \$35 each in regular size and \$40 in extra large size.

(Sixth Floor, Central)

Is the Boy's Overcoat Winterproof?

These are the days that try boys' overcoats—and boys' clothing stores.

One look at the crystal cases in our Boys' Clothing Store is enough to show that for any boy who needs a new overcoat these depth-of-Winter days the selection here is still good and fresh. As to quality, if there were any garment better for the money it would be sure to be here.

In sizes for boys of 3 to 10 years at \$18 to \$40.

In sizes for boys of 11 to 18 years at \$25 to \$40.

(Second Floor, Central)

Hard-Surface Rugs Are Easy to Keep Clean

And are particularly in demand for dining rooms and bedrooms.

Body Brussels Rugs 9x12 ft., \$72.50 and \$78.

Tapestry Brussels Rugs 9x12 ft., \$37.50, \$39.50, \$42.50 and \$48.50.

Klearflax Linen Rugs 9x12 ft., \$48.50, 6x9 ft., \$25, 8x10 ft., \$36.50, 4.6x7.6 ft., \$16.25, 9x15 ft., \$61, 3x6 ft., \$8.75.

(Seventh Floor, Chestnut)

Ahead of Spring Come New 50c Cretonnes

For the reason that every household has many needs for these pretty flowered cottons, and it is always well to start making up curtains, furniture covers, table covers, cushions and so on as early as possible.

There are quantities of new patterns, beautiful ones at that, and they are all moderately priced at 50c a yard.

(Fifth Floor, Market)

For the Golfer Going South

Clubs with imported heads and finest selected American shafts, with calfskin grips. Irons, \$5; wood clubs, \$5 to \$8.

Golf balls of standard makes, \$7.20 to \$12.60 a dozen.

Golf bags, \$1.75 to \$40.

(The Gallery, Chestnut)

Warm Caps of Wool and Fur

The woolen caps are of many kinds and are knitted or have bands that can be pulled down over the ears. Prices \$1.50 to \$3.50.

Fur caps are in a wide range of fine, selected pelts, all true to name, and are \$7 to \$75.

(Main Floor, Market)

A Triple Choice of Low-Priced Dinner Sets

French, English and American.

French china dinner sets of 106 pieces with floral spray decorations and coin-gold traced handles, are \$45 a set. These are the lowest-priced French sets of a worthy quality that we know of.

The English sets are of semi-porcelain, decorated with a Greek key border design, in black over brown with medallions of flowers around the border and coin-gold handles. The price is \$35 for a set of 106 pieces.

The American sets are of good semi-porcelain in an attractive border design of pink and blue, with coin-gold handles—106 pieces to the set, price \$30. These are the three best groups of low-priced sets in our stock and we feel sure they are as good as can be had anywhere at the price.

(Fourth Floor, Chestnut)

Remember That Good, Old-Fashioned Stick Candy

you used to think so wonderful when you were little? The luscious pep'mint and the cinnamon and the lemon, though which you sucked a fresh lemon? Well, all those old-time flavors are here in a fresh batch of stick candy just down from the Candy Kitchen. 50c a pound.

Old-fashioned peanut brittle is another popular and old-time confection—50c a pound.

And old-fashioned chocolates, 60c a pound, are quite as good as they sound.

(Down Stairs Store, Chestnut)

Chiffon and Lace Remnants

Right now they are particularly welcome for the making up of Spring dresses or the freshening of evening gowns.

Various good usable lengths in chiffons, nets and black, white and colored laces.

(East Aisle)

BLACK sateen petticoats, flannel lined, are seldom to be had for \$3.50. We have a little lot at present in the Petticoat Corner.

ALBATROSS wrappers with feather-stitched shawl collars and patch pockets come in rose, wistaria and Copenhagen blue for \$18.75.

OLD-FASHIONED candlewick bedspreads made in the mountains of Kentucky are perfect for Colonial bedrooms. They are \$12.50. More elaborate sorts with french knots and fringe are \$37.50 for each set of spread and bolster cover.

(Sixth Floor, Central)

THE Sweater Store will take orders for a certain crocheted filet slip-on which is in great favor for Palm Beach. Made of artificial silk it costs \$35.

(First Floor, Market)

THE Oriental Store is clearing out its little Japanese hand stoves at 25c apiece. Fuel to burn in them, \$1 a dozen.

(Fourth Floor, Chestnut)

CERTAIN pieces of Royal Doulton porcelain in the China Store show an interesting old cockatoo pattern on a blue or white ground, with much green foliage besides. One may have cups and saucers, coffee sets, salad sets and so on in these wares.

(Fourth Floor, Chestnut)

SOME of the prettiest fish aquariums are of translucent or colored glass on stands of wrought and painted iron. Prices run from \$25 for this sort to \$150 for aquariums on mahogany-finished metal stands with electric lights in the center.

(Fourth Floor, Chestnut)